

**Dear Homebrewers,**

It is with great pleasure that the **Hop N' Barley Beer & BBQ Festival** brings you **the Santa Cruz County Fermentation Festival & Beer Masters Cup**, our 3rd Annual Homebrew Competition. We're glad to be back after a break last year. This event will be open to the public for tasting and is scheduled to go down on **Sunday, July 16, 2017 from 1:00-5:00pm** (the day after the Hop N' Barley Beer & BBQ Festival).

**\*\*NEW THIS YEAR\*\*** We are opening this event to all fermentation hobbyists—not just beer brewers. Homebrewers of wine, cider, kombucha, soda and mead are welcome to attend, pour, mingle and get feedback on their creations from a community of enthusiasts. However, only homebrewed beer will be judged.

Homebrewers will pour their finely crafted suds, and allow their beer to be judged and voted on by the public, competitors and judges. Guests will vote on their favorite beer, and prizes and cups will be awarded to the First Place, Second Place and Third Place Winners. **This year, there will be no categories to hinder your creative powers!** One beer from each team may be put forth to be judged by our Official Judges, comprised to professional brewers and professionals in the beer industry. The winner in this category will also win a Beer Masters Cup and additional prizes. You may offer as many beers as you'd like to be judged by the thirsty public!

#### **Competitive Tiers**

Beer Masters Cup — Judges' Choice (beer only)

Beer Masters Cup — People's Choice (beer only)

All entries must be at least 12 22oz bottles – or more, since it is a tasting open to the public and not just for judges. Five gallons or more is highly encouraged – **the more tastes you're able to pour, the more votes you can potentially get!**

#### **To enter you must do the following:**

1. Send your completed participation form to [lilystoicheff@gmail.com](mailto:lilystoicheff@gmail.com) by June 15.
2. On the day of the competition, label your homebrew kegs and/or boxes as "HOME BREW: Beverage not for sale/resale. Drink at your own risk!" along with the estimated alcohol content. We can also provide you with a label upon request.
3. Tell your friends, family, coworkers and social media followers that you are going to win the Beer Masters Cup if they come out and vote for your beer. If you win the Beer Masters Cup people's choice award, you will be drinking out of the Beer Masters Goblet at this event for years to come. Past winners will be able to drink with this glass at every event in the future. Not to mention all the great prizes you'll take home...

## **Competition Day Schedule**

10:00a : Start setting up  
11:30a : Setting up is complete  
12:00p : Tasting and Judging starts  
4:00p : Judging complete  
4:30p : Judges' Choice and People's Choice Beer Masters Cup winners announced  
5:00p : Festival ends

We will provide every entry 2 tickets to the Beer Masters Cup, a 10' x 10' tent, a table and ice. You will need to bring any equipment you need to pour your beer and signage for your beer. PLEASE NOTE: The brewer/partner will need to pour his/her own beer.

**We hope to see you there! Questions? Email Lily at [lilystoicheff@gmail.com](mailto:lilystoicheff@gmail.com).**

# SANTA CRUZ COUNTY FERMENTATION FESTIVAL & BEER MASTERS CUP

Sunday, July 16, 2017 12:00pm - 5:00pm

Dear Homebrewers:

Please email this COMPLETED form to Lily at [lilystoicheff@gmail.com](mailto:lilystoicheff@gmail.com) by **June 15, 2017**.

Attending Contact Person's Name: \_\_\_\_\_

Contact Person's Email: \_\_\_\_\_

Contact Person's Phone Number: \_\_\_\_\_

This person is also attending\*: \_\_\_\_\_

\*The Festival provides you with two FREE tickets with participation. If you'd like to purchase additional tickets at a discounted price, email Lily for more info.

Have you participated in this festival before?      \_\_\_ YES      \_\_\_ NO

What are you bringing?

Beverage #1 : \_\_\_\_\_

Type/Style: \_\_\_\_\_ Est. ABV: \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

Beverage #2 : \_\_\_\_\_

Type/Style: \_\_\_\_\_ Est. ABV: \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

Beverage #3 : \_\_\_\_\_

Type/Style: \_\_\_\_\_ Est. ABV: \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

Beverage #4 : \_\_\_\_\_

Type/Style: \_\_\_\_\_ Est. ABV: \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

Set Up: 10:00am-11:30am • Festival Opens: 12:00pm  
Judging Ends: 4:00pm • Winners Announced: 4:30pm  
Taps Close: 5:00pm • Break Down: 5:00pm-6:00pm

**WE WILL PROVIDE YOU WITH:**

- 2 tickets
- a 10' x 10' tent
- a table
- plenty of ice

**YOU MUST BRING:**

- Your beer
- Equipment to serve
- Signage for your beer

**OPTIONAL BUT SUGGESTED:**

- chairs
- tools and spare parts for jockey boxes and kegs
- cooler with water and snacks (there will be food vendors as well)
- sunscreen and sunglasses
- decorations for your booth